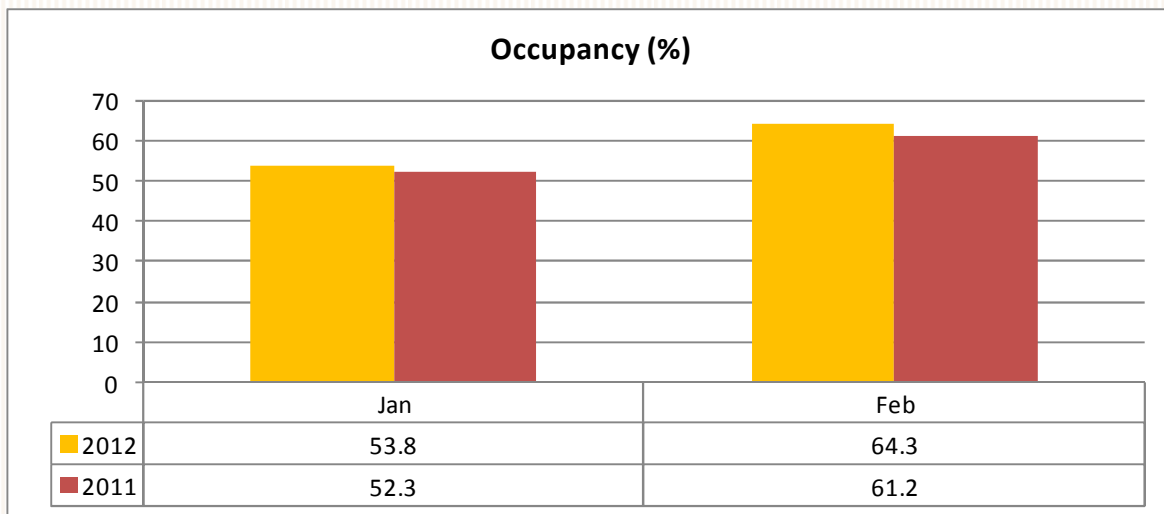
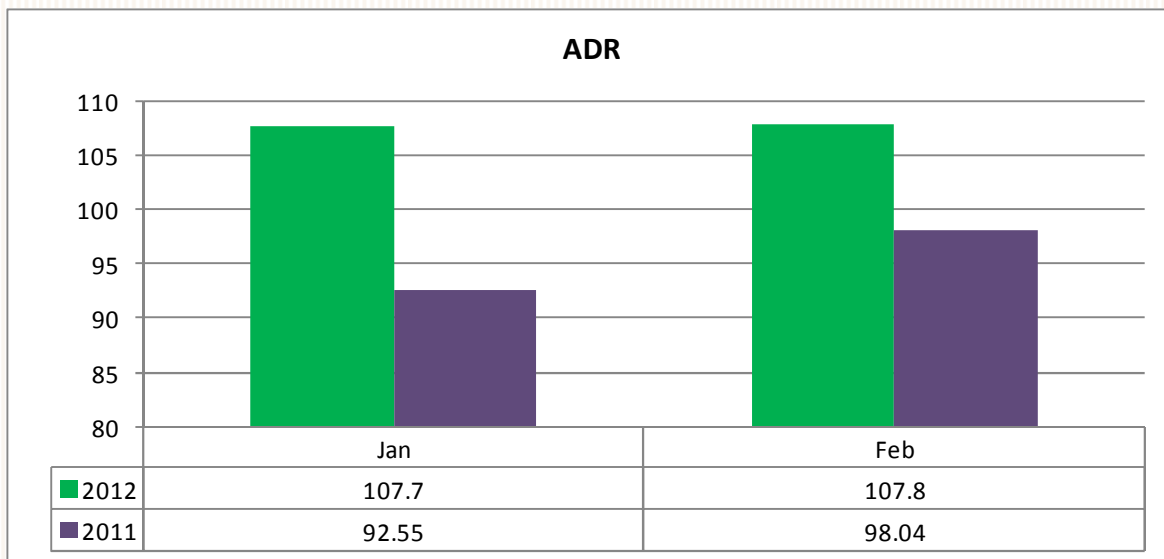


Monthly Dashboard

LA Lodging Indicators

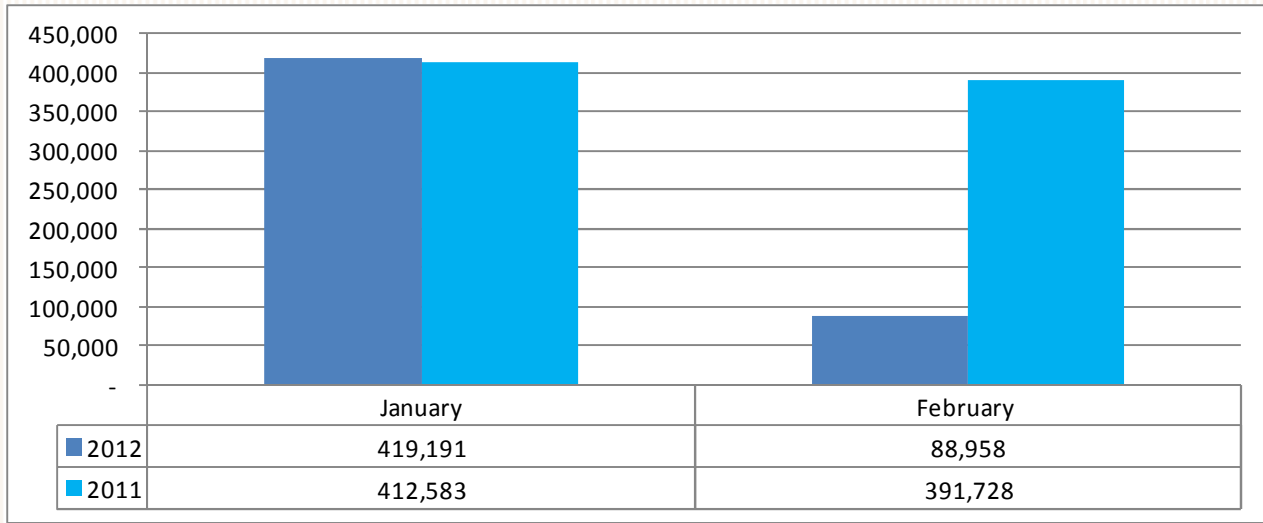


Louisiana statewide occupancy rates saw an increase in February's occupancy rate over January (10.5%).



Louisiana statewide saw a slight increase in ADR from February and remains strong overall.

Source: Smith Travel Research

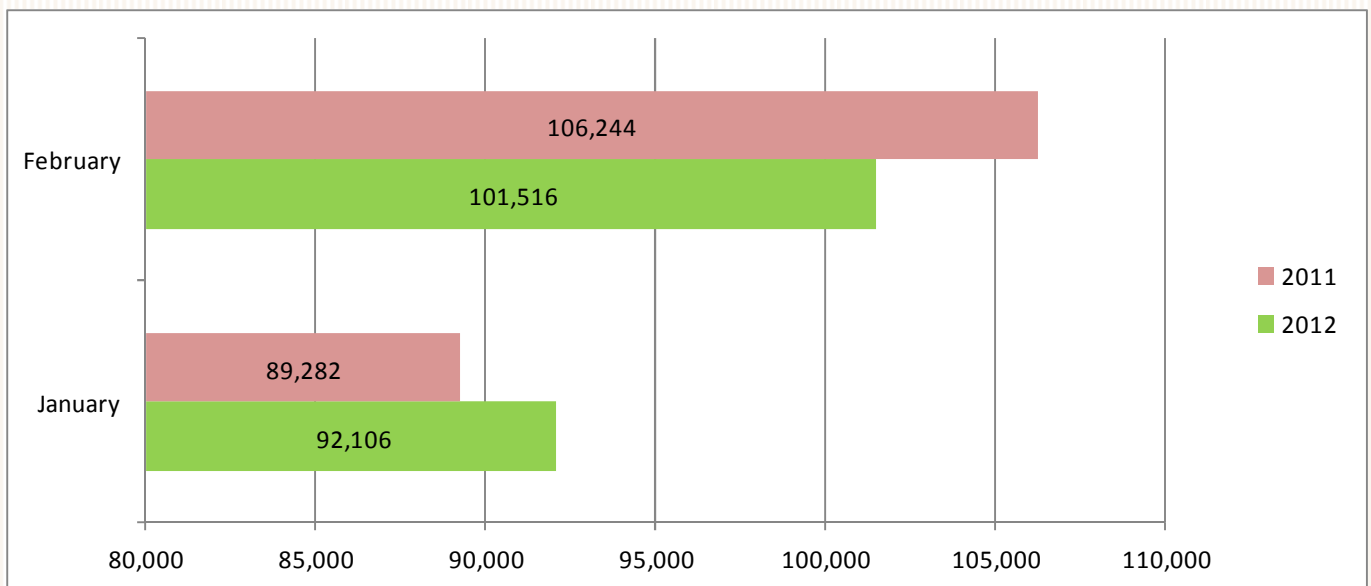
Louisiana Airport Traffic*

January and February enplanements for Lake Charles are not reported in total. Also, New Orleans enplanements for February are not reported in total.

For individual airport traffic, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

*Enplanements are defined as the number of passengers who board a flight, including origination, stop over and connections.

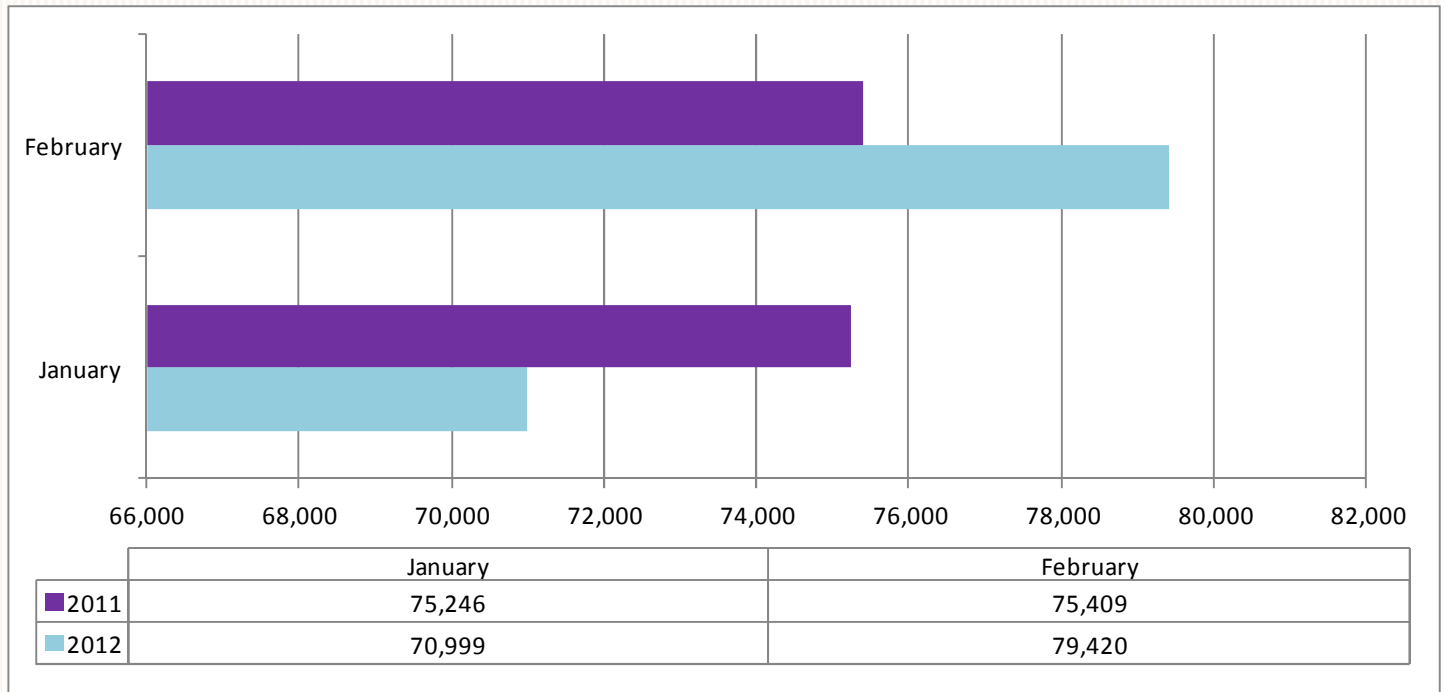
Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

Louisiana State Parks Monthly Visitation

For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

Louisiana Welcome Centers Visitation



Overall, the Welcome Centers have seen a slight increase in visitors since the beginning of the year. Note: Kentwood closed in September 2011 for 9 months for DOTD work.

Top Ten Welcome Center International Visitor Totals Jan 2012

Canada*	2,150
Mexico	573
United Kingdom	347
Germany	318
Australia	247
France	172
Brazil	103
Japan	57
Argentina	56
Spain	56

Top Ten Welcome Center Domestic Visitor Totals Jan 2012

LA	16,563
TX	12,491
AL	5,732
MS	4,786
FL	3,558
GA	1,732
MI	1,237
VA	1,035
TN	1,014
OK	947

Top Ten Welcome Center International Visitor Totals Feb 2012

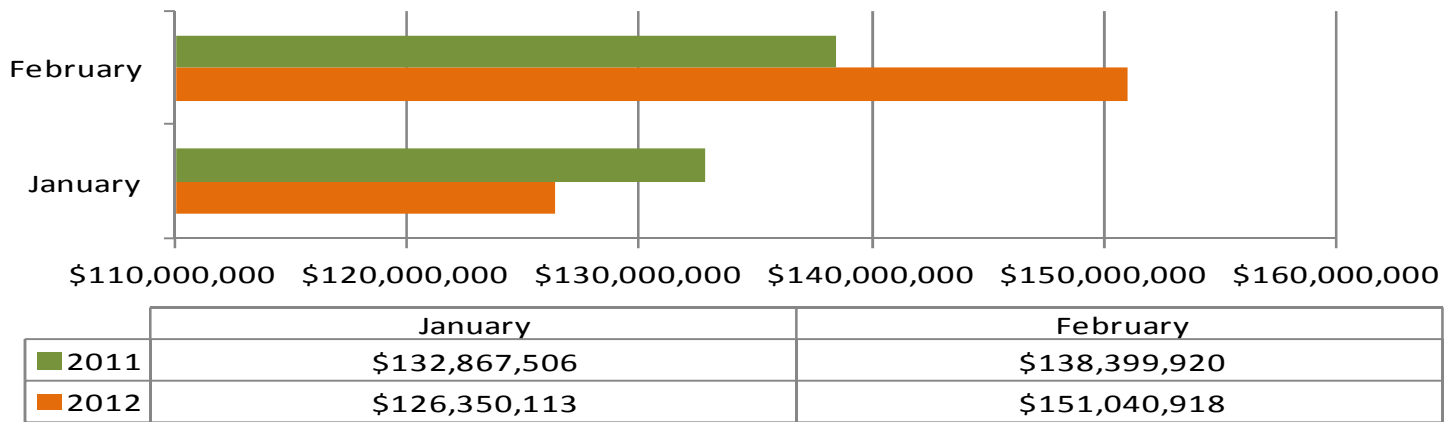
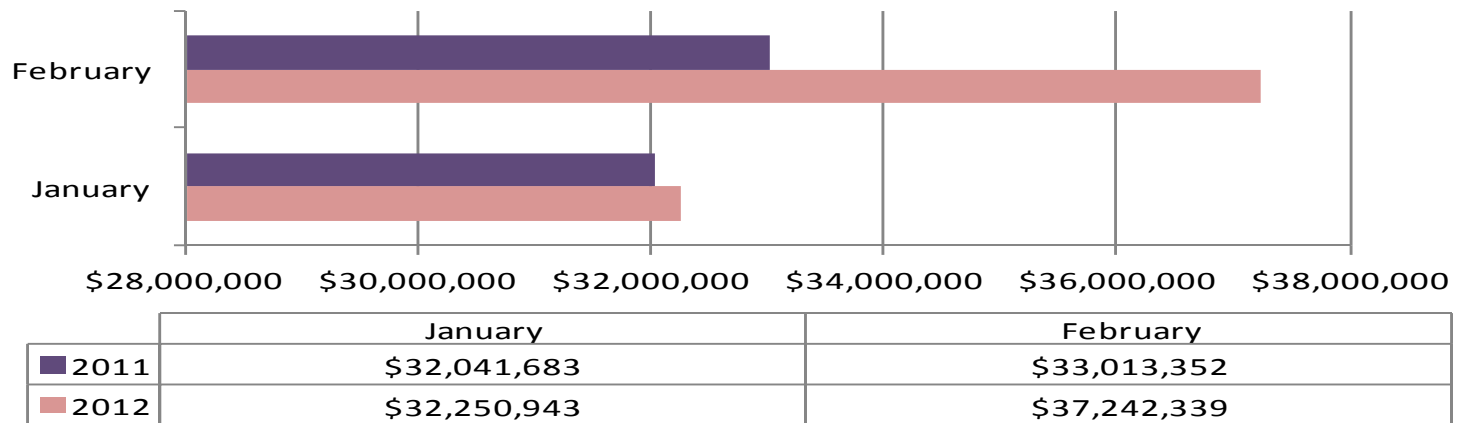
Canada*	3,189
France	468
Germany	313
United Kingdom	281
Mexico	170
Australia	106
China	101
Spain	83
Sweden	67
Austria	57

Top Ten Welcome Center Domestic Visitor Totals Feb 2012

LA	18,040
TX	13,110
MS	5,186
FL	4,593
AL	3,911
GA	2,393
MI	1,579
IL	1,398
OH	1,339
NC	1,328

*Canada includes all of Canada provinces captured.

For individual welcome center monthly totals, please download our Newsletter at
<http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

Louisiana Gaming Gross Revenue**Riverboats****Racinos****Land-based**